

# Maryland Complete Count Committee

## Interim Report

Prepared for:  
Governor Larry Hogan

Dec. 31, 2019



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## Introduction

The decennial census is mandated by the United States Constitution to count every resident in the nation every 10 years. Enumerating the number of people living in the country was considered by the Founding Fathers so important that it was included in Article 1, Section 2 of the U.S. Constitution. The basis of the census was to determine representation in the United States House of Representatives, as the census became the foundation for a truly representative democracy.

*“[An] Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

In addition to determining apportionment, the census also determines federal funding to states, and provides critical data to inform economic development and local planning decisions. The federal government reports that more than \$675 billion annually is allocated using census data. There are more than 180 federal programs and services funded using census data, including Medicaid, SNAP/WIC, Head Start, emergency preparedness, foster care, health insurance for poor women and children, school construction, highway and transportation projects, housing assistance, special education, and more. A full and accurate count of every living person ensures that states receive their share of federal funding for critical and life-saving programs and services. In 2010, [Maryland’s estimated undercount was 53,300 residents](#) resulting in nearly [\\$973 million in federal funding not accessed over 10 years](#).

The 2020 decennial census will be the first online census conducted since the nation’s enumeration began in 1790. While having an online census in the digital age would seem a welcomed enhancement to counting every resident, it also creates additional challenges for many populations, including those with a lack of broadband access, those who distrust government, those who are concerned with cybersecurity and online safety/privacy, and those who want a minimal or negligible online footprint. Coupled with the debate over the introduction of a citizenship question for the first time since the 1950 census, and concerns about the question from immigrants/advocates, the challenges to counting every Maryland resident have increased.

Recognizing the importance of and the challenges inherent with the count, in February 2019 Governor Larry Hogan signed the State of Maryland’s first [Executive Order](#) committing Maryland to a full and accurate count and empaneling a Maryland State Complete Count Committee (CCC). CCCs are the U.S. Census Bureau’s primary strategy for partners for the 2020 decennial census. They are “volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 census.” ([Complete Count Committee Guide](#), U.S. Census Bureau). The CCC has several goals: increase self-response rates; use local knowledge and partnerships to raise awareness; and bring together diverse community members to achieve a full and accurate count.

The Maryland CCC, through the executive order, has seven responsibilities:

1. *Meet at least quarterly until March 31, 2020;*
2. *Develop and implement, in conjunction with the Maryland Department of Planning, a community outreach strategy to encourage full participation in the 2020 census;*
3. *Coordinate with local governments, community organizations, faith-based groups, nonprofit organizations, and private-sector partners, including local and community complete count committees, to ensure a complete count of Maryland's populations for the 2020 census;*
4. *Develop subcommittees and solicit input from relevant experts involved in the 2020 census efforts as necessary;*
5. *Review projected response rates of hard-to-count groups and populations that encounter barriers to participation, and recommend strategies to overcome those barriers to maximize response;*
6. *Provide an interim report to the Governor on or before Dec. 31, 2019, with the status of the 2020 census efforts and recommendations on additional steps to achieve a complete count of Maryland's populations; and*
7. *Submit a final report to the Governor, summarizing its activities and suggesting improvements to Maryland's census efforts for the 2030 decennial census, on or before Sept. 30, 2020.*

(Executive Order 01.01.2019.03, Governor Larry Hogan)

### **Members of the 2020 census Maryland CCC include:**

Lily Castillo, Co-Chair, Workplace Management Group and Hispanos sin Fronteras

Walkiria Pool, Co-Chair, Centro de Apoyo Familiar, or Center for Assistance to Families (CAF)

Rob McCord, Secretary, Maryland Department of Planning

Samantha Blizzard, Secretary's Designee, Maryland Department of Human Services

Debra Lichter, Superintendent's Designee, Maryland State Department of Education

Keith Colston, Administrative Director, Maryland Commission on Indian Affairs

Senator Mary Washington

Delegate Jheanelle Wilkins

Sevetra Peoples, Baltimore County Government (appointee of MACo)

Lauren Sukal, City of Gaithersburg Government (appointee of MML)

Marianne Brackney, Korean American Women's Society

William Ariano, President and CEO, Baltimore Community Lending, Inc.

George Escobar, Chief of Programs and Services, CASA

Keshia Morris, Common Cause

Pastor Angelique Mason, Allen African Methodist Episcopalian Church

Pastor John Odukoya, The Fountain of Life Grace Spring Church

Dan Joerres, President and General Manager, WBAL-TV\*

\* Resigned

The Maryland CCC is a partnership between state and local governments, and the private and nonprofit sectors to conduct comprehensive outreach and mobilization that leverages existing community assets to encourage Marylanders, especially those who are least likely to participate, to complete the census. The Maryland CCC set the following goals for 2020 census outreach:

- Strive for 100% census participation, particularly in the hard-to-count populations
- Empower our communities to build capacity so the outreach efforts can be sustained beyond the 2020 census

The committee held its first meeting on April 1, 2019, one year from Census Day 2020, in Anne Arundel County. The meeting featured a training for members by the U.S. Census Bureau's Partnership Coordinator for Maryland. The 10 members of the committee began setting the agenda for the committee's role in a full and accurate count of every Maryland resident with membership from state and local government, the General Assembly, nonprofit organizations, and the business and immigrant communities. The committee agreed to meet monthly. The Maryland CCC was also trained in the Census Solutions Workshop, held in Baltimore City, with facilitators from the U.S. Census Bureau. The meeting included county partners and nonprofit organizations that received census grant funding for outreach through the [2020 census Grant Program](#). More than 50 people were trained to successfully communicate the importance, ease, and safety of the 2020 census to hard-to-count (HTC) and low response score communities.

In June, the Maryland CCC met in Prince George's County and added four additional members representing the media and elderly/persons 50 years and older, immigrant, and business communities.

By July 2019, all of Maryland's 24 jurisdictions had agreed to form a local CCC and appointed a census point of contact. Baltimore City and county partners were invited to the July Maryland CCC meeting to share their progress and the anticipated challenges to getting their communities counted. The members of the Maryland CCC were able to learn about local efforts in organizing communities for the decennial count and how the state committee could enhance those efforts and begin to strategize on filling the gaps in outreach.

To date, the Maryland CCC has held 10 meetings in different areas of the state – Anne Arundel, Carroll, Charles, Howard, Prince George's counties and Baltimore City. This has helped raise awareness in these areas for the upcoming census and the state's commitment to counting every resident in every community.

Budget allocations to the Maryland CCC were provided by the Maryland Department of Planning (Planning) in the amount of \$450,000 for the committee to develop and implement outreach. While the plan and strategies are finalized, the funding ensures that the Maryland CCC has resources available to reach HTC populations while supporting federal and local outreach efforts. Marketing and media services have been an area where the committee has spent significant time in discussion and deliberation in order to inform the Maryland CCC's outreach plan. Planning recently hired a marketing consultant to guide the marketing and outreach efforts as part of an overall effort to communicate to residents, partners, and stakeholders the importance of everyone participating in the census.

The Maryland CCC has three work groups focusing on the business community, faith-based community, and nonprofit organizations/hard-to-count populations. The work groups have provided recommendations to engage these communities and will use the budget allocations to support this work.

Each work group has developed recommendations regarding the various public and private entities that the CCC wishes to engage. Buy-in from trusted community voices is essential to delivering the census message to everyone in Maryland that the census is important, easy, and safe. Please note that the list below is not comprehensive and serves as a representative sample of the types of organizations that the CCC wishes to coordinate and collaborate with as we approach April 1, 2020.

## **Business Workgroup Recommendations:**

The business work group strategy for the Maryland census involves segmenting categories of business organizations and utilizing existing networks to leverage relationships and maximize participation.

The U.S. Census Bureau model calls for the creation of CCC's to include engaged, trusted volunteers in their respective communities. The work group's approach is to apply this same model to business organizations. Chambers of commerce, trade associations, industry advocacy groups, and non-governmental organizations are in continuous contact with stakeholders. They are trusted voices in the business community. This strategy focuses on majority businesses vs. small, women, and minority-owned businesses. The work group recommends continued outreach to the following:

- Majority-owned businesses
- Minority Business Enterprise (MBE)-owned businesses
- Human resource organizations
- Businesses that employ hard-to-count populations
- Trade unions
- Multi-housing and rental associations, and
- U.S. Census Bureau

Engagement with the business community is vital to census success. Majority-owned, minority-owned, women-owned, and small businesses alike have an important role to play in spreading awareness. Census data serves to drive economic development, and the messaging needs to be communicated to business owners that a full and accurate count of everyone in Maryland serves to promote the most informed economic development decisions possible.

Majority-owned businesses will coordinate census messaging through:

- Maryland Chamber of Commerce
- Greater Baltimore Committee (GBC).
- County Chambers and the Maryland Association of Chamber of Commerce Executive
- Maryland Association of Realtors
- Maryland Retailers Association – the retail community's major trade association.
- Maryland Hospital Association
- Maryland Board of Realtors
- Greater Capital Area Association of Realtors
- Maryland Homebuilders Association
- Maryland Bankers Association

MBE businesses will coordinate census messaging through:

- Black Chamber of Commerce
- Hispanic Chamber of Commerce
- Korean Society of Maryland
- Business and Professional Women of Maryland
- MD/DC Minority Developer Supplier Council
- Maryland-Washington Minority Companies Associates
- Insight Small Business Peer Groups
- Associated Black Charities
- Maryland Women's Business Center

Human Resource Organizations will coordinate census messaging through:

- Maryland State Human Resource Council
- Chesapeake Human Resource Association
- Human Resource Association of Southern Maryland
- Eastern Shore Human Resource Management

The work group also recommends a focus on businesses that are patronized by and employ HTC, low response populations, including specialty ethnic food markets and rural convenience stores. Trade union outreach with consistent census messaging includes:

- Food and Commercial Workers Union
- Maryland State Education Association
- Transit Union AFL-CIO
- Plumbers Union AFL-CIO
- Carpenters Union
- Steamfitters Union
- Sheet Metal Workers Union
- AFSCME Maryland
- Service Employees International Union

Multi-housing and rental associations:

- The Maryland Multi-Housing Association
- The Fair Housing Action Center of Maryland
- Maryland Affordable Housing Coalition
- Fair Housing Action Center of Maryland

Beyond the private organizations mentioned above, the CCC will continue its productive relationship with the U.S. Census Bureau. The business work group is aware that Planning has developed a close working relationship with the U.S. Census Bureau to host presentations and workshops. Planning staff work in tandem with the U.S. Census Bureau to coordinate events and leverage resources.

The work group suggests working with the U.S. Census Bureau to map out a partnership plan, in close partnership with Planning.

Companies, and nonprofit business organizations will benefit from the partnership plan by fulfilling their corporate responsibility goals, accessing both U.S. Census Bureau data and data from the Maryland State Data Center, networking with other businesses organizations, and engaging customers, employees, and vendors around a civic duty.

Contacts and site visits with business organizations have been ongoing since June 2019. Completion of these contacts will take place through Feb. 28, 2020. Requests for updates will continue throughout March and April, with follow-ups to take place after Census Day, April 1, 2020, and continuing through spring 2020.

Members of the subcommittee, utilizing their relationships, have divided the responsibilities for contacting the categories of business entities, such as banking, construction, and real estate, as well as unions.

The work group approved the action steps outlined in the U.S. Census Bureau outreach suggestions:

Examples of participation:

- Public Service Announcement requests
- Census logo for webpage
- Link to [census.maryland.gov](https://www.census.gov)
- Include information about 2020 census in correspondence with customers
- Provide free online advertising opportunities to promote the 2020 census
- Host a 2020 census informational campaign
- Provide incentives to complete census forms
- Use the business builder site on the U.S. Census Bureau website ([census.gov](https://www.census.gov)) to promote the benefits of using census data
- Employee newsletters
- Add census messaging to paychecks

## **Faith-based Work Group Recommendations:**

The faith-based work group recognizes the importance of the religious community as trusted voices. Historical undercounting of often marginalized groups demonstrates the necessity of outreach. The work group noted with concern that in 2010 nationwide census, 2.2 million children were not counted, 3.7 million African-Americans were not counted, and 3.8 million Latinos were not counted.

The work group's view is that, given the variety of houses of worship in Maryland, and the multiplicity of communications required to reach different denominations, that interfaith and ecumenical organizations should receive priority. These organizations can encourage dialogue and cooperation – a critical message that resonates with the overall census message. The work group recommends close collaboration with the Governor's Office of Community Initiatives to engage some or all of the following entities and their constituencies. Note this list is not all-inclusive and will be updated frequently throughout the entire census outreach process:

- Baltimore Jewish Council – This group builds relationships and mutual understanding with ethnic, racial, and religious groups across Maryland, advocates at all levels of government for social justice and public resources on issues of concern to the Jewish community.
- Central Maryland Ecumenical Council – The common instrument of the Christian community in Baltimore City and adjacent counties, they focus their efforts on human services/social justice, interfaith dialogue, and ecumenical worship.
- Catholic Charities – A human services organization, they are deeply rooted in faith, and committed to having a profound impact in the communities and on the lives of those it assists and serves.
- Jewish Community Relations Council of Greater Washington – The Maryland, Northern Virginia, and the District of Columbia commissions partner with local and state organizations to reach out to government officials at the federal, state, and local levels to advance the legislative of the Jewish community in metropolitan Washington.
- The Muslim Community Center in Silver Spring – They serve thousands of families in the Washington metropolitan area. Its medical clinic provides high-quality affordable health care services to the adult population regardless of race, color, ethnicity, faith, gender, or country of origin.
- The Church of Jesus Christ of Latter-Day Saints – The church provides spiritual support to communities regardless of race, ethnicity, gender, or faith. It supports community with free services, such as food through local bishops, job and career training, development services, career planning, and individual coaching. The church provides an opportunity for individuals to give back or donate time to the community.
- The InterFaith Conference of Metropolitan Washington – This group brings together U.S. Islamic groups with Jewish, Protestant, and Roman Catholic organizations and the dual purpose of interfaith dialogue and collaboration for social justice. Members include Baha'i, Buddhist, Hindu-Jain, Islamic, Jewish, Church of Jesus Christ of Latter-Day Saints, Protestants, Roman Catholic, Sikh, and Zoroastrian.

The work group strategy is to reach out to these and other broad-based organizations, particularly those who identify as working with low-response populations. However, the work group is aware there are other faiths and organizations that require additional attention.

## Nonprofit Organizations/Hard-to-count Populations Work Group

### Recommendations:

The third work group created by the Maryland CCC is the Nonprofit Organizations/Hard-to-Count populations work group. The HTC work group has focused its engagement on those communities traditionally undercounted and those that potentially benefit the most from the important programs funded through census data. The HTC work group plan increases the awareness-building, outreach, and engagement activities so that every Marylander will be aware of the census, understand the importance of being counted, and will feel safe, invested, and easily able to participate in the 2020 count. The HTC work group recommends the following items and will be working on them in early 2020:

- Providing information to be placed on Maryland Census 2020 website to be a resource to partners and repository of information, including the central location for factsheets, flyers, social media, newsletters, news, and other resources.
- Creation of a listserv (with input from the census marketing consultant) to include all members of local CCCs so there is one central location for local CCCs to share information.
- Individualized media plan for each HTC community. This is being coordinated through the census marketing coordinator. Each of the individualized plans will contain targeted messaging, community-specific media, trusted partners and messengers, and key dates and opportunities for outreach.
- Develop, design and print compelling, message-tested palmcards, flyers, and other materials to inform and motivate residents. Trusted messages and leaders across the state including, nonprofit and community leaders, state and local elected officials, minority business leaders, etc. need compelling materials to share with HTC communities. This is being coordinated with the marketing consultant.
- During the census, convene a biweekly call that can be a place to troubleshoot issues CCCs and others are facing in real time.
- Actions to be taken by local governments and grantee recipients:
  - **Recruit trusted messengers.** A Get-Out-the-Count Campaign is a persuasion effort, designed to convince people to participate in the census and encourage others to do the same. This requires trusted messengers who are considered safe and credible by the people they are speaking to. If mobilizing to encourage participation by members of a community that has been historically missed in the census, the messengers should come from that community. This strategy is essential to having the message heard and accepted, and the leaders can help dispel fears or disinformation that might prevent a successful count. Trust is local. The closer the message/messenger is to the person, the better it will be received.
  - **Utilize digital tools and tested messages.** Messages designed to encourage participation will be communicated through multiple channels, with top-level messages targeted at the largest populations down to personalized messages delivered directly to members of HTC communities by trusted messengers. This will be done by developing specific outreach and mobilization strategies for HTC communities via individualized plans for distinct populations. Utilize digital tools and tested messages to reach undercounted communities.
  - **Identify the targeted populations.** Recognizing that grassroots and community-based organizations do not have excess resources, it is important to target our outreach strategies. Use tools like the [Maryland Low Response Score and Hard-to-Count Maps](#) to identify where households most at risk for being missed in the 2020 census are located. Census outreach is a great way to engage members of our communities that may not normally receive any outreach.

Planning serves as the staffing organization to the Maryland Complete Count Committee, pursuant to Executive Order 01.01.2019.03(B). This interim CCC report has been prepared by Planning, pursuant to Executive Order 01.01.2019.03(I)(6), based upon recommendations submitted to it by the CCC members and is respectfully submitted to Governor Larry Hogan on this 31st Day of December, 2019, exactly 91 days until the 2020 Census Day.



State of Maryland

Larry Hogan, Governor

Boyd Rutherford, Lt. Governor



Maryland Department of Planning

Robert McCord, Secretary

Sandy Schrader, Deputy Secretary



Lily Castillo, CCC Co-Chair

Walkiria Pool, CCC Co-Chair